

Shaping Tomorrow's Success

A Symposium Empowering Businesses for Future Challenges & Opportunities

Presented by
The Small Business Resource Association &
The Rte. 422 Business Advisor

BUSINESS CONFERENCE

SEPTEMBER 24

8:00AM - 4:30PM

Join us Tuesday September 24, 2024 at the DoubleTree by Hilton – Reading, PA

This one-day, must-attend event will bring together business owners, leaders and industry experts to share what businesses will need to do to adapt to future challenges and opportunities. There will be four panel presentations focusing on the following topics—the future of FINANCE, WORKFORCE, TECHNOLOGY and CONSUMER TRENDS. Each topic will have four panelists that will share their insights focused on critical areas that will impact the success and growth of your business. After the panel addresses specific questions given to them by a facilitator, there will be an opportunity for Q&A from the audience. Your takeaway will be priceless resources to help you navigate the future of your business.

AGENDA

8-9am — Registration, Continental Breakfast and Networking

9-9:15 — Opening remarks and overview of the day

9:15-10:15 — 1st Panel Discussion—**Financial Considerations** for doing business in the future

10:15-10:30 — Break

10:30-11:30 — 2nd Panel Discussion—What does the **Future Workforce** look like and where will they come from?

11:30-12:30 — Buffet Lunch and Table-driven Discussions-Topics surrounding morning panel discussions

12:30-1:30 — 3rd Panel Discussion—**Future Technology Trends and Innovations**—AI and more

1:30-1:45 — Break

1:45-2:45 — 4th Panel Discussion—**Shifting Consumer Needs and Demands**, Dealing with Changes in Culture, Commerce, Communication and How day-to-day business will be conducted

2:45-3:15 — Keynote Speaker—Your Competition is getting ready for the Future — ARE YOU?

3:15-4:30 — Meeting the Presenters, Networking and gathering information from speakers and vendors

**COST — \$199 per person,
\$169 Small Business Resource
Association Member rate**

This event will provide the knowledge to understand what it will take to achieve success in the future.

**Registration
is limited to
the first 500,
please use
this QR Code
to reserve
your seat
early!**



**For further information
email Gary Seibert, CEO of the SBRA
at gseibert@sbrassociation.com
or call at 484-333-3270.**

SBRA BUSINESS SPOTLIGHT



Located at
625 North Park Road,
Wyomissing, PA 19610

Hubric Resources, located in Wyomissing, offers human resource consulting and recruiting, servicing the manufacturing, healthcare, government, and education industries, as well as, not for profit clients, just to name a few. Their professional team provides HR interim support, HR outsourcing, recruiting, training and development, employee relations, and compensation and benefits. Their knowledge has directly resulted in over hundreds of highly satisfied clients. Hubric Resources can provide your business with human resources solutions that will allow you to focus on what you do best – running your business!

Call (610) 670-7878 or visit www.hubricresources.com

SBRA Monthly Member Shout Out

Members Helping Each Other Grow

MARATHON
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www.vrmarathon.com



www.core1marketing.com



www.prudentialpest.com



www.salsaburrito.com

SBRA EVENTS

Events: Register at <https://www.sbrassociation.com/#EVENTS>

• SBRA Breakfast Referral Club

Friday, August 16th 7:30-9:00 a.m.
at B2 Bistro in West Reading

• Tune Up Tuesday Workshops

– Tuesday, August 6th –
presented by Christine Kreisher
of Irresistible Teams
– Tuesday, August 20th –
presented by Will Omlar of
Will Omlar EOS Implementer

• Networking Mingle

Wednesday, August 28th 5:30-7:00
at B2 Bistro in West Reading

• Zoom Membership Benefits Update

Learn How the SBRA Can
Help Your Business Grow
Wednesday, August 28th
9:00-9:30 a.m.



The **Emerging Entrepreneurs Academy** Provides High School Students With the Opportunity to Explore a Career as an Entrepreneur

The Small Business Resource Association (SBRA), in collaboration with Career Ready Berks, has launched the third year of the Emerging Entrepreneur's Academy (EEA), a unique educational program for high school students who aspire to someday own their own business. The EEA provides 11th and 12th grade students with both classroom instruction and in-the-field training through internships, allowing them to benefit from the knowledge and experience of local business owners. The six-week summer program for 2024 will be held at Penn State Berks and is being offered to 36 students selected from Berks County school districts. Students of the EEA will learn the fundamentals of being an entrepreneur - how to analyze the market and competition, create a business plan, develop and execute a marketing plan, hire staff, manage a sales team, create a culture and more.



Students will gain valuable insight and knowledge in recognizing opportunities and understanding the challenges and rewards of owning a business... directly from local entrepreneurs. This interactive curriculum delivers a unique combination of educational workshops along with internships for greater guidance to career decision making - beyond the choices of college, trade school or entering the workforce after graduation. The SBRA aims to reverse statistics that show Berks County has the lowest business birth rate compared to neighboring counties, the State of PA and the entire nation. Launching this program makes perfect sense for the SBRA to help build a stronger Berks by fostering the growth of business.

Local business owners are encouraged to support this program as a presenter, an instructor, participating on a panel, offering an internship or sponsoring students. For details about the EEA visit www.eeainpa.org.

WELCOME NEW SBRA MEMBERS

East Coast Sports Academy

Go Fish Seafood
Blue Marsh Insurance
Health First Consulting
J4 Travel, LLC
Just B Whole Body and
Wellness Coaching

Kinya Ramen

Service 360 Group
Spartan Capital
WindowHero Northeast Reading
Will Omlar, EOS Implementer
Snapping Turtle Leather Co., LLC